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Linguistic features of journalistic texts treating Macedonian Euro-Atlantic integrations

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Abstract

The object of analysis of this article are the journalistic texts that deal with the Macedonian Euro-Atlantic integrations issue. The corpus is represented by journalistic texts published in different written media or on web portals. The analysis focuses on the structure of these texts, on their lexical characteristics, morphosyntactic aspects and on the figures of speech. The objective is to find if there is a pertinence in the use of certain language tools and the pragmatic aspect of their usage.

Key word: journalistic texts, Euro-Atlantic integrations, language tools, pragmatic aspects

Јазични особености на новинарските текстови кои ги третираат евроатлантските интеграции

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Апстракт

Предмет на анализа на овој труд се новинарските текстови кои ја третираат проблематиката на евроатлантските интеграции. Како корпус беа земени новинарски текстови од различни пишани медиуми и веб портали на кои се објавуваат вести. Анализата се сосредоточува на структурата на овие текстови, на лексиката која во нив се користи, на стилските фигури и на нивните морфосинтаксички карактеристики. Целата ќе биде да се увиди дали постои доследност во користењето на одредени јазични средства и со каква прагматична цел се употребени.

Клучни зборови: новинарски текстови, евроатлански интеграции, јазични средства, прагматични аспекти

Introduction

The journalistic style is a sub-style of the publicist functional style. This style regroups written texts published by a written (electronic) medium that address a broader audience in order to inform it about events that are considered to be significant or interesting for that community. Moreover, as Minova-Gjurkova (Минова-Ѓуркова: 2003) points it out, journalistic texts have two functions: informative and acting, and the second one usually consists of convincing the reader of something. In that sense, this paper will try analyze what kind of public attitude tend to build authors of journalistic texts that treat European integration. Our corpus comprises only informative texts that inform about a particular event associated with these integrations. Texts that give personal views and analysis, appreciations or comments on certain aspects of this issue are not an object of analysis.

The analysis focuses on several linguistic levels: the lexical level, the semantic level (figures of speech) and the morphosyntactic level. The corpus is also analysed on a textual level, i.e. the object of analysis will be the structure of these texts, and the focalization, the position from which the author brings out the information. Before we start with the linguistic analysis, it should also be noted that some topics in these journalistic articles are popular only for a certain period and then, they are not at all mentioned. On the other hand, the process of European integration is very popular for a long period, or from the declaration of independence of the Republic of Macedonia, until today. The only thing that changes is the intensity with which these processes are reported. Thus, the Euro-Atlantic integrations obtain a more important, central place in the media before the European Commission report or before and during a NATO summit, although it is a topic that is frequently present in the newspapers.

Structure of the journalistic articles treating Euro-Atlantic integrations

First, it should be noted that the structure, the skeleton of the articles that treat Euro-Atlantic subjects is not different from the structure of the journalistic articles that deal with other political topics. In fact, the article may be motivated by a different occasion such as a

particular event, summit etc. organized within some of these institutions or a statement made by domestic or foreign politician. However, in the textual structure we often encounter the following segments: the text begins with an introductory section presenting the central information and then the journalist transfers the statements written in direct speech. The text also contains other data that enrich the information without giving personal opinion of the author. The incorporation of statements in direct speech is characteristic for almost all texts that treat this topic thus increasing the reliability of the text that becomes more convincing for the readers. As far as the author is concerned, although he usually does not mention himself, his presence or absence becomes visible through corresponding verbal forms. If, for example, he transmits news about an event that the reporters were able to attend in person, he uses past tense forms, while if it comes to events that journalists didn't attend in person, then the non-definite verbal forms are being used. The use of these two different verbal structures can be illustrated by the article entitled *Брисел омекнува за уставните измени* (*Brussels softens on constitutional changes*) (<http://daily.mk/makedonija/brisel-omeknuva-ustavnite-izmeni>). The text begins with information about statements of the Prime Minister given in public, in front of the reporters, so we can easily spot the use of past tenses: *Премиерот Никола Груевски вчера навести приближување на ставовите меѓу Владата и Брисел околу уставните измени, меѓу кои и тие за бракот и за отворањето финансиски зони, без да прецизира дали Владата се приближува кон ставот на Брисел или ЕК понушта во крстиките“.* ("Yesterday, the Prime Minister Nikola Gruevski indicated a convergence of views between the Government and Brussels over the constitutional amendments, including those referring to marriage and to the opening of financial areas, without specifying whether the government is approaching the position of Brussels or the European Commission softens the criticism.")

Then the journalist provides information about the discussions led behind closed doors and he uses non-definite verbal forms¹: *„Ваквото навестување дојде по неговата средба со еврокомесарот за проширување, Штефан Филе, и со директорот на Генералниот директорат за проширување, Кристијан Даниелсон, на која присуствуваа и министрите за финансии и надворешни работи, Зоран Ставревски и Никола Попоски. Иако биле отворени повеќе теми, разговорите главно се воделе околу уставните измени и забелешките во последниот извештај на ЕК за нашата*

¹These non-definite verbal forms, specific for the Macedonian language, are used when the narrator talks about events that he didn't eyewitness.

земја“.(*"This indication came after his meeting with the European Commissioner for Enlargement, Stefan Fule, and the Director of the General Directorate for Enlargement, Christian Danielsson, attended by Ministers of Finance and Foreign Affairs Zoran Stavrevski and Nikola Popovski. Though several topics were open, the talks mainly concerned the constitutional changes and the remarks in the latest EC report on the country."*)Finally, the statement of the Prime Minister is quoted: „На средбите со Филе и со Даниелсон навлеговме подлабоко во уставните измени што ги предложи Владата и ги отвори за расправа. Објаснивме многу поенти, посебно откако во меѓувреме анализиравме голем број работи и контактиравме со Венецијанската комисија. Притоа, имам чувство дека сериозно ги доближуваме позициите со претставниците на ЕК“, изјави Груевски по средбите. (*"On the meetings with Fule and Danielsson we discussed in depth the constitutional changes proposed by the Government and open to discussion. We explained many points, especially since in the meantime we analyzed a number of things and contacted the Venice Commission. Moreover, I have a feeling that we seriously approached the positions with the representatives of the EC."* - said Gruevski after the meeting).

The textual analysis allows us to place these articles in the group of narrative texts that aim to persuade us in their neutrality (the author does not give his own comments) and in their objectivity through the deliberate absence of the author whose function can be revealed indirectly.

The lexis in the articles on Euro-Atlantic integrations

The analysis of the corpus reveals a specific vocabulary used in journalistic texts dealing with this issue.

First, when reading the articles on EU integration one can easily spot the use of abbreviations, acronyms designating different institutions. In this sense, we can mention the acronyms *EU* and *NATO* as the most common ones, although there are other abbreviations such as, *European Commission* – *EC* (*EK* - *Европската комисија*) or *EEC* - *European Economic Community* (*ЕЕЗ* - *Европската економска заедница*). The use of abbreviations in journalistic texts is not surprising because of the tendency of this style to brevity and density, so we encountered more frequently the acronyms *EU* and *NATO* than the full designations *European Union* (*Европска Унија*) or *North Atlantic Alliance* (*Северноатлантска алијанса*) or *Alliance* (*Алијанса*) only.

An interested phenomenon that draws the attention when reading about EU and NATO integration is the fact that the acronyms *EU* and *NATO* are differently adopted in Macedonian. While the term *European Union* (*Европска Унија*) has the same first letters in Macedonian and in English and gives equivalent acronyms that is not the case with the North Atlantic alliance because the English term is not translated. The acronym *NATO* is simply transcribed in Macedonian and the term *North Atlantic Treaty Organization* –*NATO* is transferred in Macedonian: *HATO*. The reason for this is to be found in the sonority of the English acronym, because if we translate the name of the organization in Macedonian *Организација на Северноатлантскиот пакт* that will give the acronym *ОСП* difficult to pronounce (because of the two neighbouring consonants) and less functional in different contexts.²

It is interesting to mention that this acronym *NATO* as a designation of an institution is a noun but, in order to avoid long sentences i.e. to achieve a certain density of the style the acronym *NATO* is used as adjective. Thus, the text becomes denser and more vivid. In the analysed corpus there were several syntagmas containing this acronym with adjectival function: *HATO критериуми* (*NATO criteria*), *HATO земји* (*NATO countries*), or *HATO скептицизам* (*NATO scepticism*). As the acronym *NATO* the acronym *EU* is also used as an adjective: *EY земји* (*EU countries*), *EY критериуми* (*EU criteria*), and *EY скептицизам* (*EU scepticism*). In the title *СДСМ: Владата и институциите подгреваат HATO и EY скептицизам* (*SDSM: The government heats up NATO and EU scepticism*) (<http://www.zurnal.mk/content.asp?id=10810161041>) both acronyms are used with adjectival function.

On the other hand, instead of the acronym *EY* (*EU*) the prefix *евро-* (*euro-*) is in frequent use. In fact, *евро* (*euro*) is a noun designating the European currency, but also a very productive prefix. In that sense, it enables the journalist to express his creativity by forging compound words used to designate concepts that were not very well known in Macedonia before the beginning of these processes. Thus, in the title of this article we encounter the compound word *евроатлански* (*Euro-Atlantic*) but in the texts there were also other

²In the ex-Yu countries as well as in Bulgaria and in Germany the acronym *NATO* is also in use. French, on the other hand, use the acronym *OTAN* –*Organisation du traité de l'Atlantique du Nord*.

compound words such as *еврокомесар* (*European Commissioner*), *евроинтеграции* (*EU integration*), *еврофилија* (*europhilia*), *евроскептицизам* (*euroscepticism*), *еврозона* (*Eurozone*), *евроземји* (*EU countries*), *европолитика* (*EU policies*), *еврофункционари* (*EU officials*). It can be concluded that the prefix *euro-* is added to nouns already enrooted in Macedonian, except for the терм *еврофилија* (<http://www.novamakedonija.com.mk/NewsDetal.asp?vest=82914189455&id=9&setIzdanie=23261>), compound word unifying a contemporary prefix *евро-* and an old and very productive suffix of Greek origin *-филија*. The prefix *евро-* is also a part of less popular compound words that are not a part of official journalistic texts, but of articles expressing personal views on EU integration, such as the compound word *евроступидност* (*EU stupidity*) (<http://okno.mk/node/37815>).

These texts abound in foreign lexis of different etymology and it should be noted that the borrowings from English are also very frequent. First, there are some Latin expressions whose meaning is well known but that are given in transcribed form. That is the case of the two expressions *де факто* (*de facto*): „Македонија е де факто членка на НАТО (*Macedonia is de facto member of NATO*) (<http://vecer.mk/makedonija/makedonija-de-fakto-e-chlenka-na-nato>) and *статус кво* (*status quo*): „Статус кво состојбата во евроинтеграциите не треба да не обесхрабрува (*Status quo situation of the EU integration should not discourage us*) (<http://24vesti.mk/ivanov-status-kvo-sostojbata-vo-evrointegraciite-ne-treba-da-ne-obeshrabruva>). The second expression is very frequently used having in mind the slow progression of these integrations.

Besides these expressions there are also a lot of internationalisms of Latin origin that entered the Macedonian through English like: *репутација* (*reputation*), *кредибилитет* (*credibility*), *консензус* (*consensus*), *сегменти* (*segments*), *рефлексција* (*reflection*), *импликации* (*implications*), *констелација на сили* (*constellation of forces*), *агенда* (*agenda*), *земји-аспиранти* (*aspiring countries*), *претенденти* (*pretenders*), *транзиција* (*transition*), *интегритет* (*integrity*). It should be highlighted that these words are sometimes unjustifiably used because a corresponding Macedonian equivalent already exists. Thus, instead of *рефлексција* one can use *одраз*, instead of *констелација на сили* – *распоред на сили*, instead of *импликации-последии*, instead *македонскиот континуиран придонес во* (*Macedonian continuing contribution*) – *македонскиот постојан придонес*, instead of *инвестира* (*invest*)-*вложува* etc. Certain words from this group are compound like: *инфраструктура* (*infrastructure*), *мултиетнички* (*multi-ethnic*), *проактивност*

(proactivity) etc. The use of these terms is conditioned by their content – these articles refer to politics but they also refer to law, economy etc.

As far as the vocabulary is concerned, the strong English influence is also felt in the articles on Euro-Atlantic integration. Thus, we detected a number of borrowings already enrooted in use, but also some that are not adapted to the Macedonian language system and that sound very strange. In the first group of enrooted borrowings belong terms like *брифинг*, *брифура* (*briefing*) или *партнерство*, *партнерски* (*partnership*), *перформанси* (*performances*) or even *менаџира* (*to manage*): *Сектор кој треба да менаџира со евроинтеграциите* (*Sector that should manage the EU integration*) (<http://www.gragjanskisvet.org.mk/indexcae5.html?ItemID=AE5AA734906DCE42A5F23188041C31EF>). The adjective of English origin *фер* (*fair*) is also frequent in these contexts. Thus, politicians search *фер решение* (*fair solution*) for the name issue (<http://www.makdenes.org/archive/news/20120302/428/428.html?id=24502880>) in order to unblock the EU integration or, a precondition for successful EU integrations are *фер избори* (*fair elections*) (<http://kurir.mk/makedonija/vesti/108610-EU-Samo-so-fer-i-demokratski-izbori-do-pozitiven-izvestaj-od-EK#>), and in the title of an article *Македонија очекува фер однос од ЕУ* (*Macedonia expects fair attitude from EU*) (<http://daily.mk/vesti/makedonija-ochekuva-fer-odnos-od-eu>).

On the other hand, terms like *оф шор* (*offshore*) (<http://daily.mk/vesti/shto-da-ochekuva-makedonija-na-patot-na-evrointegraciiite>), *земјите кон трибутори* (*countries contributors*) (<http://tocka.com.mk/1/93225/poposki-na-redovniot-sostanok-na-sefovi-na-diplomatii-na-zemji-clenki-na-nato-i-kontributori-vo-isaf>) or *бенчмарк* (*benchmark*) (in the title *И името било бенчмарк* (*The name is also a benchmark?*) (<http://daily.mk/makedonija/imeto-bilo-benchmark>)) are not enrooted in general use. These borrowings are source of confusion for the elderly readers who were not very exposed to English and who read newspapers a lot. Therefore, these borrowings should be paraphrased or at least explained. Sometimes translation with a generic term can also be a solution. Instead of European *бенчмарк* (*benchmark*) or even worse *бенчмаркови* (*benchmarks*), the generic nouns like *критериум* (*u*), *одредница* (*u*) (*crtirea*) can also be used.

Figures of speech and the Euro-Atlantic integration

Although the articles pertaining to specific issues include common expressions and phrases, recognized by the large public and which do not arouse readers'

interest, these texts contain also certain figures of speech. These figures can have multiple functions primarily to make the text vivid, to avoid repetition, redundancy, and often to mitigate the expression and to shed a different light on an event.

The figures of speech called tropes which include the metaphor and the metonymy were predominant in the analysed corpus.

Metaphor as trope was frequently present in the analysed corpus. This is due to several factors, but in order to analyse them, we will first try to discern what type of metaphor is commonly used in these articles. The metaphor is defined *as the designation of a concept with the name of another concept when between the two concepts there is a certain conformity and similarity (that relation embraces the notions object-object, object-living creature, living creature and living creature)*³ (Никодиновски: 2007 p. 34). The metaphor is actually a shortened comparison. In comparison the elements of the comparison are connected with a comparative word that is omitted in the metaphor. Therefore, the metaphor is also called an implicit comparison where the transfer is performed on the basis of the common characteristics of both concepts.

Moreover, in many of the articles we encounter the anthropomorphic metaphor i.e. inanimate entities are compared with parts of the human body. For example, according to Fule *Унијата не е статично тело, туку организам кој расте и се зголемува, а проширувањето го споредил со ДНК на Европа* ("The Union is not a static body, but an organism that grows and develops and he compared the enlargement with the DNA of Europe"). In other numerous articles EU is compared with the body, but there are also some saying that *„Јужниот тек“ ќе пренесува гас до срцето на Европа* ("South Stream" will transport gas to the heart of Europe), actually referring to its centre.

However, it seems that the most common metaphor in the articles relating to Euro-Atlantic integration is that of a road or of a door. The metaphor *Македонија на патот кон ЕУ* (Macedonia on the road towards EU) to which Macedonian readers are accustomed has become a phrase. In this case, an abstract concept, the process of European integration has been replaced with a concrete concept – a road. The reason for this concretization may be due to the

³ означување на еден поим со називот на друг поим при што меѓу двата поима постои одредена соодносност и сличност (во таа релација стапуваат поимите: предмет-предмет, предмет-живо суштество, живо суштество-живо суштество)

effort of reviving the expression, but also to the tendency of clarifying of this complex process, often vague and remote for the reader through a well-known concept, that of a *road*. In fact, there is a certain analogy because the length of these processes corresponds to a long journey. In the last few years the *road* metaphor gave birth to a new metaphor present in these articles, the metaphor of a *dead-end* used by European officials and Macedonian journalists: „...ќорсокакот во кој западна Република Македонија во однос на евроатлантските интеграции...“ (...the dead end in which Macedonia has come in the Euro Atlantic integration...) (<http://vistinomer.mk/gorge-ivanov-pet-godini-chekorene-nanazad-vo-evroatlantskite-integratsii/>).

On the other hand, this road to Euro-Atlantic integration leads to the "door" or to the "gate" of the European Union and NATO which, depending on the European and NATO policy at that moment maybe open, closed or slightly open. Thus, Rasmussen says that *Вратите на НАТО се отворени за нови членки* (NATO doors are open for new members) (<http://denesen.mk/web/?p=294051>), and Papoulias, on the other hand, that *сè додека Скопје инсистира на македонизмот, вратите на НАТО и ЕУ ќе останат затворени* (as long as Skopje insists on macedonianism the doors of NATO and the EU will remain closed) (<http://24vesti.mk/papuljas-se-dodeka-skopje-insistira-na-makedonizmot-vratite-na-nato-i-eu-kje-ostanat-zatvoreni>). The International Crisis Group estimates that *но Хаг вратите за НАТО и ЕУ се подотворени* (after Hague doors to NATO and the EU are slightly open) (<http://daily.mk/vesti/mkg-po-hag-vratite-za-nato-i-eu-podotvoreni>). The reason for the frequent presence of such metaphors can be explained differently, but it is likely that these metaphors are used to give a more vibrant and vivid presentation of the process and of the benefits of a positive outcome. Thus the author tends to provoke a corresponding impression or emotional reaction in readers.

Apart from these metaphors there are other metaphors, some of which are present in the everyday life, and that are used in order to revive these journalistic texts. That is the case of the metaphor *чекор, исчекор* (step) with a meaning "to make some progress". For example, the minister of foreign affairs Popovski „очекува стратешки исчекор од НАТО и ЕУ“ (“expects a strategic step forward of NATO and EU”) (<http://www.vesti.mk/read/news/2046536/665427/poposki-gi-reafirmirashe-poziciite-za-makedonskite-evro-i-evroatlanski-integracii>), and the journalist completes the article with the conclusion that „Шумановата декларација е првиот чекор кон создавање на денешната Европска унија“ (“the Schuman Declaration is the first step towards the creation of today's European Union”) (<http://tocka.com.mk/1/66117/file-eu-donese-nezapameten-mir-i>

[prosperitet-na-stariot-kontinent](#)). Readers know well the metaphoric use of the adjective *висок* (high) in contexts like *дијалог на високо ниво со ЕК* (high-level dialogue with EC) (<http://vesti.mk/2012/09/11/obama-do-ivanov-ostanuvam-posveten-na-makedonskite-evroatlanski-integracii/>) or often as a part of the syntagma *висок функционер* (high official). In this group of wide spread metaphors belongs also the metaphor *вроди со плод* (bear fruit): „Иницијативите за приближување на регионот кон Унијата како онаа на Германија со неодамна одржаниот Самит во Берлин треба да вродат со плод...” (Initiatives for bringing the region close to the Union as that of Germany on the recently held summit in Berlin should bear fruit...) (<http://mrt.com.mk/node/13686>).

There are and creative metaphors usually come from politicians speeches, especially when they talk about the ideals of the European Union. In such metaphors, the transposition often moves from concrete to abstract. Thus, Fule says that: *ЕУ, и покрај тежкотиите, и понатаму претставува извор на инспирација, а проширување на ЕУ е трансформациона сила* (Despite the difficulties, EU remains a source of inspiration, and the EU enlargement is a transformational force) (<http://tocka.com.mk/1/66117/file-eu-donese-nezapameten-mir-i-prosperitet-na-stariot-kontinent>). The president of the Republic of Bulgaria Rosen Plevneliev considers that *Европската унија е обединувачка идеја* (The European Union is a unifying idea) (<http://vesti.mk/2012/09/11/obama-do-ivanov-ostanuvam-posveten-na-makedonskite-evroatlanski-integracii/>).

Apart from such metaphors there are also metaphors that relate to certain professional fields such as, for example, the verb *to amortize* in the title *HATO ги амортизира надежите на Македонија* (NATO amortizes Macedonia's hopes): (<http://www.dw.de/%D0%BD%D0%B0%D1%82%D0%BE-%D0%B3%D0%B8-%D0%B0%D0%BC%D0%BE%D1%80%D1%82%D0%B8%D0%B7%D0%B8%D1%80%D0%B0-%D0%BD%D0%B0%D0%B4%D0%B5%D0%B6%D0%B8%D1%82%D0%B5-%D0%BD%D0%B0-%D0%BC%D0%B0%D0%BA%D0%B5%D0%B4%D0%BE%D0%BD%D0%B8%D1%98%D0%B0/a-17736310>).

Besides the metaphor, the metonymy is also frequently encountered in these texts. According to Todorov (Ducrot, O. Todorov, T.:1972, p. 354)⁴, metonymy represents the use

⁴ « un mot pour désigner un objet ou une propriété qui se trouve dans un rapport existentiel avec la référence habituelle de ce même mot ».

of a word to denote an object or a property that is in an existential relation with the usual meaning of that word. The metonymy is based on logical relations or on the closeness between the two realities. These relations are the relations of cause and consequence, content - recipient, place of production – product, designation - concept, physical - spiritual. In these texts we can often find the use of the name of the place where the institution is located in order to designate the institution. Even in the headlines, and often in the texts we encounter the name of the city of Brussels designating actually the European Commission whose headquarters are in this city: *Брисел омекнува за уставните измени, Брисел разгледува три предлози за иднината на македонските евроинтеграции* (Brussels softens on constitutional amendments, Brussels considers three proposals for the future of Macedonia's EU integration) or within the text: *Брисел редовно ќе го разгледува напредокот во...* (Brussels will regularly review the progress in...) (<http://www.time.mk/arhiva/?d1=01&m1=01&y1=1991&d2=31&m2=12&y2=2012&all=0&vreme=1&fulltext=2&timeup=2&show=1&q=%D0%BC%D0%B0%D0%BA%D0%B5%D0%B4%D0%BE%D0%BD%D0%B8%D1%98%D0%B0%20%D0%BF%D1%80%D0%B5%D0%B4%20%D0%BA%D0%B0%D0%BD%D0%B4%D0%B8%D0%B4%D0%B0%D1%82%D1%81%D0%BA%D0%B8%20%D1%81%D1%82%D0%B0%D1%82%D1%83%D1%81&read=ea4411868c07ee0>), *Официјален Брисел вели дека корупцијата останува да преовладува во многу области...* (The official Brussels says that corruption remains prevalent in many areas ...) (<http://vecer.mk/makedonija/patot-na-makedonija-kon-eu-e-kjor-sokak-poradi-imeto>) etc. Moreover, this kind of metonymy is not only used for the European Commission, but also the capital of Skopje can be used as a metonymy for the Macedonian government or Athens for the Greek government: *Стигна и првата порака од Атина за Македонија* (The first message for Macedonia has come from Athens) (<http://emagazin.mk/vesti/vest/5220?title=stigna-i-prvata-poraka-od-atina-za-makedonija>). Similarly, the term *Macedonia* is used to designate the Macedonian Government: *Македонија и ЕК ги доближија ставовите за уставните измени* (Macedonia and the EC brought closer the views on constitutional amendments) (<http://vecer.mk/makedonija/makedonija-i-ek-gi-doblizhija-stavovite-za-ustavnite-izmeni>), and the names of countries are used to designate the governments of these countries: *Данска ги поддржува македонските евроатлански интеграции* (Denmark supports Macedonia's Euro-Atlantic integration) (<http://kurir.mk/makedonija/vesti/115717-Poposki-Danska-gi-poddrzuva-makedonskite-evroatlanski-integracii>).

A very similar example is that of the term *Europe* used to denote the *European Union*. Metonymy in this case is due to the spatial proximity although the EU does not cover the whole territory of Europe: *И Европа ја чека македонската лустрација* (*Europe also awaits the Macedonian lustration*) (<http://www.novamakedonija.com.mk/NewsDetal.asp?vest=10149929331&id=13&setIzdanie=21811>).

Thanks to the metonymy the style becomes denser, or instead of writing *European Commission in Brussel* the journalist writes just *Brussels*. On the other hand, the author of the text avoids redundancy and instead of repeating the term *EC* he uses the term *Brussels*. Thus the style becomes richer and vivid and a typical example of such metonymy is the phrase *the Old continent* (*стар континент*) instead of *Europe* (*Европа*) - *Филе: ЕУ донесе незапаметен мир и просперитет на стариот континент* (*Fule – EU brought unprecedented peace and prosperity to the old continent*). (<http://tocka.com.mk/1/66117/file-eu-donese-nezapameten-mir-i-prosperitet-na-stariot-kontinent>).

This metonymical use entails a new figure of speech – personification. In fact, when the name of the city where the institution is located is used to designate the institution, then it isn't unusual for the city to perform all functions performed by the people working in those institutions. In that sense, Brussels is personified, humanized: *Брисел разгледува предлози, Брисел вели, Брисел се изјаснува позитивно или негативно, Атина попречува*, but also *Македонија ги доближува ставовите* (*Brussels review proposals, Brussels says, Brussels declares positively or negatively, Athens hinders, Macedonia approaches the positions*) etc...

Repetitive syntagmas in the articles on Euro-Atlantic integration

As it was already mentioned, the process of Euro-Atlantic integration is long, which means that a multitude of texts is written on this subject. So, it becomes evident that certain syntagmas will repeat. Many of these syntagmas are not only used in the texts which inform on the Euro-Atlantic integration but also in other articles from the fields of politics, economy etc. It is noteworthy that some of the syntagmas are actually different figures of speech. These syntagmas are numerous: *седнува на маса* meaning "to begin negotiations" or *говорот на омраза* (*hate speech*), then *прашањето за името* (*the name issue*), *спорот за името* (*the*

naming dispute), *Западен Балкан (Western Balkans)*, *владеење на правото (the rule of law)*, *полноправни членки (full members)* etc.

Morphosyntactic features of the articles

The morphosyntactic characteristics of this type of articles do not differ significantly from the morphosyntactic characteristics of journalistic style in general. Thus, generally short and clear sentences are in use. The articles tell and inform but they do not describe or justify. This means that the affirmative sentences dominate. The use of the direct speech should also be noted, often even in the title: *Михали Бала: Жално е што напорите на Македонија за евроатлански интеграции сè уште не даваат плод* (Mihály Balla: It is unfortunate that Macedonia's efforts for Euro-Atlantic integration has not yielded fruit yet) (<http://www.idividi.com.mk/vesti/makedonija/671593/index.htm>).

Although the interrogative sentences are rare, still they are a part of these articles and can even be found playing a role of a title: *Што би сменило членството на Македонија во ЕУ?* (<http://www.makdenes.org/content/article/25017631.html>) *НАТО - Западен Балкан: Како по Велс?* (NATO – Western Balkans: What to do after Wales?) (<http://www.dw.de/%D0%BD%D0%B0%D1%82%D0%BE-%D0%B7%D0%B0%D0%BF%D0%B0%D0%B4%D0%B5%D0%BD-%D0%B1%D0%B0%D0%BB%D0%BA%D0%B0%D0%BD-%D0%BA%D0%B0%D0%BA%D0%BE-%D0%BF%D0%BE-%D0%B2%D0%B5%D0%BB%D1%81/a-17920659>).

We already mentioned that the authors of these articles use the definite Past tenses, the non-definite verbal forms as well as the present tense. The use of passive voice should also be noted: *разговорите биле остварени, одржани консултации за ЕУ прашања (the talks were held, the consultations on EU matters were held)* etc. We can also mention the use of impersonal, passive forms: *средбите се одржале, соработката се остварува (the meetings were held, the cooperation is being accomplished)* etc.

The articles that are objects of our analysis, are no exception of the other journalistic texts as far as the decomposed, periphrastic predicate is concerned. So, rather than *преговара (negotiate)* the authors use *води преговори*. The examples of this kind are numerous: *одржа брифинг (to held a briefing)*, *изрази надеж (express a hope)*, *даде поддршка (give support)*, *презема чекори (undertake)*, *зеде учество (take part in)*.

Conclusion

From the analysis of the corpus of journalistic texts dealing with the Euro-Atlantic integrations several conclusions can be derived.

On one hand, many features of the analysed texts are characteristic for journalistic texts in general, because the main purpose of these articles is to inform us about something, in a convincing way, in order to provoke a corresponding public reaction. The structure of these texts, with incorporated quotes and statements of politicians, even in the titles has that function. Moreover, the definite past and the present tense are only used for verified information about events and stories that journalists have seen and heard, and for the events that go on behind closed doors are reserved the non-definite verbal forms. It should also be mentioned that in order to strengthen the authenticity of the information, the article is accompanied by a picture or a photo, but these elements belong to the sphere of extra linguistic and are not subject of interest of this paper. We can only give as an example the announcement of the news about the European Commission's report (who has always been interpreted differently by the political elites). Thus, the article *Патот на Македонија кон ЕУ е „ќорсокак“ поради името* (Macedonia's road to EU is a "dead end" because of the name issue) (<http://vecer.mk/makedonija/patot-na-makedonija-kon-eu-e-kjor-sokak-poradi-imeto>) is divided in several paragraphs that treat different parts of the report. After each paragraph there is a picture of the corresponding part of original report in English analysed in the paragraph above.

The morphosyntactic features of these texts are also consistent with the general characteristics of journalistic texts and in the function of journalistic style: the sentences are short, concise, and usually declarative. Furthermore, the inserted statements are usually in form of direct speech. The presence of the periphrastic predicate is also typical for the journalistic style.

The articles on Euro-Atlantic integrations are specific on a lexical level, i.e. in these articles one can find a specific vocabulary, syntagmas and figures of speech that denominate the integration processes. Thus, there is a whole group of syntagmas that are well rooted in these articles and that do not provoke an emotional reaction such as: *земји-членки* (member-countries), *западен Балкан* (Western Balkans) etc. In fact, the creativity in these articles becomes evident at the lexical level and when it comes to the figures of speech. The

vocabulary used in these articles is relatively new, since before the independence of Macedonia the Euro-Atlantic integrations were not at all discussed. In that sense, new words with a complex structure are coined mostly according to some English examples such as *еврокомесар*, *европроширување*, *еврофилија* (*European commissioner*, *EU enlargement*, *europhila*) etc. Then, a certain legal or economical terminology is used, and the tone is often burdened with English borrowing. In this area, as in all spheres of our life, the need for a greater care for the standard language is felt, because sometimes the borrowings are not well planned or are even needless because an appropriate Macedonian term already exists. In addition, certain borrowed terms do not correspond to the Macedonian language system and are not understandable for all readers.

Besides the vocabulary, the tropes (the metaphor and metonymy) also contribute to the vividness of style, because the text should attract the reader's attention. The use of metonymy can be explained by the tendency to make the expression more compact and to avoid redundancy, and the metonymy often entails the use of personification. Certain metaphoric innovations are to be found in the politicians' speeches especially when they talk about the ideals of the European Union. On the other hand, there is a number of metaphors becoming enrooted in use thus losing their vividness, such as the metaphors of the *Macedonia's road to the EU* (*патот на Македонија кон ЕУ*), of the *EU's door* (*вратата на ЕУ*), or of the process that should *bear fruit* (*да вроди со плод*). This stagnation in terms of metaphorical creations reflects the stagnation of these processes in practice, and it remains to be seen whether if the process moves from *dead point* (*тргне од мртва точка*) the journalists will begin to create new metaphors.

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